

**National Business-to-Business Marketing Initiative**

Virginia Commonwealth University's Rehabilitation Research & Training Center on Workplace Supports (VCU-RRTC) will partner with businesses to design and implement a Business-to-Business Marketing Initiative.

**VCU-RRTC Business Roundtable**

- All About Paper
- Bon Secours Hospital
- Border's Books
- Capital One
- Cendant Membership Services
- Children's Hospital
- Virginia Department of Motor Vehicles
- FNANB/Circuit City
- Federal Reserve Bank
- Great Oaks
- Greater Richmond Chamber of Commerce
- J. Sargeant Reynolds Community College
- J.C. Penney
- MBNA
- MANPOWER
- Bank of America
- Philip Morris
- Resources Unlimited
- Six Continents Hotels
- Southern States
- State Farm Insurance
- SunTrust
- TecAccess
- The Supply Room Company
- Trigon
- Ukrops
- U.S. Chamber of Commerce
- Verizon
- Virginia Department of Rehabilitative Services
- Virginia Chamber of Commerce
- Virginia Minority Enterprise

Tom Donohue, President and CEO of the U.S. Chamber of Commerce, has affirmed the need for businesses to share with other businesses the positive examples of hiring people with disabilities. The more success stories shared from a business to business perspective the more likely individuals with disabilities will be recognized as a valuable business resource. The VCU-RRTC will bring a number of business partners "to the table" who will be instrumental in implementing this new marketing initiative. Business partners will include: U.S. Chamber of Commerce Center for Workforce Preparation; SunTrust Bank; MANPOWER, Inc.; and VCU-RRTC's Business Roundtable which is listed.

VCU-RRTC will work closely with business collaborators who will assist in building important networks of information for dissemination. These contacts will ensure that the information generated will actually reach employers and businesses who need and can benefit from information on the business reasons for hiring individuals with disabilities.

- **United States Chamber of Commerce Center for Workforce Preparation** reaches small to medium size businesses through the 3,000 local Chambers nationwide.
- **SunTrust Bank** is the lead company for Virginia's Business Leadership Network (BLN) and is member of the Georgia, Florida, Maryland, and District of Columbia BLN and will provide leadership to develop the capacity of BLN's in other states.
- **MANPOWER, Inc.** is the world's largest employer that annually places almost two million workers through their 3,200 offices in 52 countries.

These sample collaborators represent how VCU-RRTC will begin to ensure that the information generated will actually reach the business community. The Center will begin by conducting targeted mailings to the memberships of these organizations advertising the availability of our web site, searchable data base, live web casts, and permanent products. These mailings will offer an opportunity for individuals to be placed on a direct mailing list or e-mail distribution list/Listserv to receive regular updates. In addition, VCU will link to these businesses via our web site and register our site with multiple internet search engines. This will further ensure that the individuals searching for information via the Internet will be able to find our information.

### Summary

VCU-RRTC will collaborate with the U.S. Office of Special Education and Rehabilitation Services (OSERS) and our business partners to deliver a national marketing initiative to facilitate the employment of people with disabilities. This initiative will take a multi-faceted approach disseminating information and linking businesses with the business case examples for the hiring and advancement of people with

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#### **#1: Accessible Web Site and Searchable Data Base**

A web site with an "Information and Referral System" to locate and disseminate information will be developed and posted to the VCU-RRTC site and linked to business partners. A Listserv and monthly e-newsletter will also be developed for communication among businesses.

[www.worksupport.com/biznet](http://www.worksupport.com/biznet)

#### **#2: The Chamber Connection**

The VCU-RRTC will partner with the U.S. Chamber of Commerce Center for Workforce Preparation to identify chamber members with exemplary practices in the recruitment, hiring, and advancement of people with disabilities. These members will serve as experts for the Assistant Secretary of Education.

#### **#3: Web Courses on the Americans with Disabilities Act (ADA)**

A new web course will be developed on the ADA and designed for human resource managers, employers, and first-line supervisors. This is a 12 hour HR credited course.

#### **#4: Business-to-Business Live Web Casts with Real-Time Chat Sessions**

A live web cast series, "Making the Business Case for Hiring People with Disabilities" will be developed in collaboration with the U.S. Chamber of Commerce Center for Workforce Preparation. The topics covered will be: small business issues; staffing; and private/public partnerships.

#### **#5: Online Business Seminars for Human Resource Managers and Employers**

An online disability awareness seminar will be developed and posted to existing diversity and human resource business training web sites.

#### **#6: National Business Ambassador Club**

This deliverable will be developed by videotaping key business executives presenting the business case for hiring individuals with disabilities and made available for meetings and conferences via CD-ROM.

#### **#7: Public / Private Business Model of Success**

Representatives from the VCU Business Roundtable will work with a RSA Regional office, local corporate leaders, and state VR directors to develop a model business development program that can be replicated across the country.

#### **#8: Business Marketing and Information Packets: Presenting the Business Case**

VCU-RRTC will collaborate with Roundtable Members to develop a series of 20 case studies with exemplary companies on "The Business Case" for increasing employment of people with disabilities.

